

Floral Design

This course is designed to introduce students to the career possibilities in the floral industry and to provide basic instruction in the techniques of floral design. It includes standards that prepare students to produce creative floral arrangements for various events and cultures.

Pre-requisites: None

Recommended Credit: $\frac{1}{2}$ or 1

Recommended Grade Levels: 10th, 11th or 12th

* $\frac{1}{2}$ denotes learning expectations that must be met when teaching the course for $\frac{1}{2}$ credit.

** All learning expectations must be met when teaching the course for 1 credit.

Floral Design

Standard 1.0

The student will evaluate the history and career opportunities available in the retail/wholesale florist industry.

Standard 2.0

The student will assess competencies needed to manage a wholesale or a retail florist business.

Standard 3.0

The student will evaluate design and illustrate construction principles used to prepare floral arrangements.

Standard 4.0

The student will assess the use of commonly cut flowers, greenery and indoor plants for private and commercial floral arrangements.

Standard 5.0

The student will assess and demonstrate the use of dried and permanent flowers in the floral industry.

Standard 6.0

The student will assess techniques used to coordinate and construct a complete special event order.

Standard 7.0

The student will integrate academic competencies with competencies used in the floral design industry.

Standard 8.0

The student will develop premier leadership and personal growth needed in the floral design industry.

Floral Design

Course Description:

This course is designed to introduce students to the career possibilities in the floral industry and to provide basic instruction in the techniques of floral design. It includes standards that prepare students to produce creative floral arrangements for various events and cultures.

Standard 1.0

The student will evaluate the history of and career opportunities available in the retail/wholesale florist industry.

Learning Expectations:

The student will:

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| 1.1 | Examine the history of floral design. | 1/2 |
| 1.2 | Assess the career opportunities in the retail florist business. | 1/2 |
| 1.2 | Examine local jobs available in the retail flower business. | 1/2 |
| 1.3 | Evaluate the training requirements for a job in the retail floral shops. | 1/2 |

Evidence Standard is Met:

The student will:

- Compare the differences between eastern Asia and Western Hemisphere floral design history.
- Using current technology, research job descriptions for various floriculture careers.
- Prepare a portfolio of careers in floriculture and skills needed for each career.
- Determine interpersonal skills required for a successful floral career.

Integration/Linkages

Mathematics, Social Studies, Language Arts, Art Design Technology, Horticulture Industry Standards, SCANS (Secretary's Commission on Achieving Necessary Skills)

Sample Performance Tasks

- Create a presentation on the effects of eastern Asia and Western Hemisphere floral design concepts on current floral standards.
- Prepare an abstract on the daily activities in a floral shop.
- Prepare a portfolio of career opportunities in the floral design industry.
- Demonstrate positive interpersonal skills by role-playing the parts of an employee and a disgruntled customer in a floral shop.
- Propose training requirements for a job in the retail flower shop.

Standard 2.0

The student will assess competencies needed to manage a wholesale or a retail florist business.

Learning Expectations:

The student will:

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| 2.1 | Assess changes in needed floral materials due to seasonal changes in demand for floral products. | 1/2 |
| 2.2 | Figure the cost of a floral bill of materials. | 1/2 |
| 2.3 | Evaluate the use of financial software and tools for keeping records in the floral industry. | |
| 2.4 | Assess the importance of telephone etiquette in the floral industry. | 1/2 |
| 2.5 | Examine the procedures for making a sale to prospective customers. | 1/2 |
| 2.6 | Analyze the production and costs of each of the important floriculture crops. | |

Evidence Standard is Met:

The student will:

- Propose an inventory list of floral materials to meet the seasonal demands of consumers.
- Determine the mark-up needed on floral products to cover the various cost of the design.
- Recommend financial recordkeeping tools for managing a floral business.
- Determine financial records that must be kept and filed to maintain a successful business.
- Demonstrate appropriate etiquette in talking with customers and receiving floral orders.
- Demonstrate the steps for making a sale to prospective customers.
- Recommend production practices for commonly grown floriculture crops.

Integration/Linkages

Mathematics, Economics, Marketing, Business Education, Social Studies, Language Arts, Art Design Technology, Horticulture Industry Standards, SCANS (Secretary's Commission on Achieving Necessary Skills), National FFA Guidelines for Floriculture CDE (career development event)

Sample Performance Tasks

- Prepare a portfolio that contains a proposal for floral material needs for an entire year; order forms used for receiving orders and verifying payments; financial records such as income statements, expense statements and inventory forms that must be completed; written statements to be used when talking with customers on the phone; and procedures for working with a customer that enters the floral shop.
- Complete a bill of material that covers fixed-costs, cost of labor, cost of materials used, overhead and sales tax.
- Plan a marketing campaign around a holiday using printed materials and Internet advertising.
- Prepare a production schedule for commonly grown floriculture crops.

Standard 3.0

The student will evaluate design and illustrate construction principles used to prepare floral arrangements.

Learning Expectations:

The student will:

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| 3.1 | Evaluate the basic principles of floral design. | 1/2 |
| 3.2 | Examine the basic floral design shapes used in the floral industry. | 1/2 |
| 3.3 | Illustrate basic floral construction principles. | 1/2 |
| 3.4 | Evaluate design software that can be used in the floral industry. | |

Evidence Standard is Met:

The student will:

- Utilize color intensity, shape and form to design floral arrangements.
- Prepare examples of each of the floral design principles and identify each principle of the design.
- Prepare drawings that illustrate basic floral design shapes.
- Utilize line, space, texture, and color harmony principles to design various floral arrangements.
- Propose a floral arrangement, price out its components, and assemble the design components.

Integration/Linkages

Mathematics, Economics, Language Arts, Marketing, Art, SCANS (Secretary's Commission on Achieving Necessary Skills), National FFA Guidelines for Floriculture CDE

Sample Performance Tasks

- Design a single or multiple flower boutonniere, single bloom carnation corsage, single spray mini-carnation corsage, double spray mini-carnation corsage, corsage using net tufts and artificial leaves, football chrysanthemum corsage, a simple floral design and a bud vase based on principles of design.
- Prepare a portfolio of drawings illustrating the twelve floral design forms.
- Prepare a portfolio demonstrating the use of floral principles in floral arrangements.
- Design and critique a floral arrangement using a rating scale based on principles of design.

Standard 4.0

The student will assess the use of commonly cut flowers, greenery and indoor plants for private and commercial floral arrangements.

Learning Expectations:

The student will:

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| 4.1 | Examine the use of cut flowers, greenery and indoor plants, based on form and shape. | 1/2 |
| 4.2 | Analyze traits of the most commonly used cut flowers and indoor plants. | 1/2 |
| 4.3 | Evaluate the seasonal availability of flowers, foliage and indoor plants. | 1/2 |
| 4.4 | Relate colors in which flowers are available to seasonal demands for floral arrangements. | 1/2 |
| 4.5 | Compare the keeping quality of various flowers. | 1/2 |
| 4.6 | Evaluate the use of the most common indoor flowering and foliage plants. | 1/2 |

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| 4.7 | Evaluate the effect of environmental conditions on floral arrangement longevity. | 1/2 |
| 4.8 | Examine techniques for using indoor plants for decoration. | 1/2 |

Evidence Standard is Met:

The student will:

- Compare characteristics of commonly used cut flowers and greenery.
- Identify plants by portions of stems and leaves.
- Recite both scientific and common names of cut flowers and greenery.
- Determine the advantages of using various flowers and greenery in floral arrangements.
- Recommend uses for indoor plants in a commercial or a home setting.
- Determine the requirements for a live plant to reflect the mood of an indoor setting.
- Evaluate the use of a dish garden in an indoor setting.

Integration/Linkages

Biology, Chemistry, Language Arts, Mathematics, SCANS (Secretary's Commission on Achieving Necessary Skills), National FFA Guidelines for Floriculture CDE, Botany, Horticulture Industry Standards

Sample Performance Tasks

- Create and design a leaf specimen display.
- Design a verbal game using scientific and common names of floral products.
- Compare and rate various floral arrangements for seasonal demands and aesthetic qualities.
- Decorate and finish flowering plants used in floral arrangements.
- Design office settings for plants using light techniques.
- Design floral arrangements for the school lobby and office area.
- Prepare a booklet of common flowering and foliage plants.
- Design an office setting using cut flowers, greenery and indoor plants.

Standard 5.0

The student will assess and demonstrate the use of dried and permanent flowers in the floral industry.

Learning Expectations:

The student will:

- 5.1 Evaluate the processes of design, preservation and care of dried and permanent materials.
- 5.2 Compare commonly used materials used in dried floral arrangements.
- 5.3 Select materials needed for silk, dried and permanent flowers.
- 5.4 Evaluate methods for drying and preserving floral materials.

Evidence Standard is Met:

The student will:

- Use the principles of design and color harmony in arranging dried and permanent materials.
- Create designs incorporating materials students have dried, preserved and collected.
- Differentiate between the quality of materials needed for silk, dried and permanent flowers.
- Demonstrate methods for preserving and caring for dried and permanent materials.

Integration/Linkages

Biology, Botany, Language Arts, Horticulture Industry Guidelines, Art, Chemistry, SCANS (Secretary's Commission on Achieving Necessary Skills), National FFA Guidelines for Floriculture CDE

Sample Performance Tasks

- Design a permanent arrangement or dried arrangement for a seasonal demand.
- Demonstrate a process for drying flowers and arranging materials.
- Choose sources of dried floral materials, based on economics and quality.
- Dry available flowers using various methods.
- Design an office setting with permanent and preserved floral materials.

Standard 6.0

The student will assess techniques used to coordinate and construct a complete special event order.

Learning Expectations:

The student will:

- 6.1 Complete an order form for a special occasion.
- 6.2 Evaluate the decoration needs for a special event using floral arrangements.

Evidence Standard is Met:

The student will:

- Demonstrate the steps involved in the organization of special events using floral arrangements.
- Propose possible problem areas in coordinating events that use floral arrangements.
- Assess information provided for coordinating a special event and determine what information is not provided.
- Design, create and construct floral arrangements needed for a special occasion.

Integration/Linkages

Mathematics, Botany, Biology, Social Studies, Language Arts, Horticulture Industry Standards, Family and Consumer Sciences, Art, Economics, Marketing, SCANS (Secretary's Commission on Achieving Necessary Skills), National FFA Guidelines for Floriculture CDE

Sample Performance Tasks

- Students, in groups of three, will plan, design, construct and determine costs for all plants, corsages, boutonnieres and decorations for a wedding order.
- Students, in groups of three will plan, design, construct and determine costs for all plants and floral arrangements used in a funeral.
- Students, in groups of three, will plan, design, construct and determine costs for all plants and floral arrangements used in a commercial setting.

Standard 7.0

The student will integrate academic competencies with competencies used in the floral design industry.

Language Arts:

The student will:

- 7.1 Cross reference plants, flowers and specimen with cultural holidays and traditions. 1/2
- 7.2 Use advanced publication methods to determine new floral designs and techniques.
- 7.3 Present methods for greeting customers and using telephone etiquette. 1/2

Mathematics:

The student will:

- 7.4 Compute prices of floral products. 1/2
- 7.5 Calculate discount prices for floral materials. 1/2
- 7.6 Compute taxes on marketable products. 1/2
- 7.7 Complete applicable records for income and expense statements. 1/2

Science:

The student will:

- 7.8 Determine nutritional needs of plants.
- 7.9 Evaluate control measures for insect and organism infestation.
- 7.10 Determine temperature effects on floral products.
- 7.11 Evaluate biological control methods for plant growth and maturation schedules.

Evidence Standard is met:

The student will:

- Develop a business plan for a floral business.
- Create floral designs to meet the needs of different cultures.
- Create floral designs for various events.
- Establish good public relations with customers, using communication skills.
- Compute pricing, income and expenses for a floral business.
- Use accepted industry practices for preserving floral arrangements and controlling pests and diseases.

Integration/Linkages

Mathematics, Language Arts, Economics, Business Management, Industry Standards, Social Studies, Biology, Botany, Art, National FFA Guidelines for Floriculture CDE, SCANS (Secretary's Commission on Achieving Necessary Skills)

Sample Performance Tasks

- Present a business plan for operating a successful floral shop.
- Demonstrate the creation of floral designs for various events.
- Apply computer programs to meeting the floral needs of customers.
- Present income and expense sheets for various events requiring floral arrangements.
- Demonstrate how to properly work with customers in a floral shop environment.

Standard 8.0

The student will develop premier leadership and personal growth needed in the floral design industry.

Learning Expectations:

The student will:

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|-----|---|-----|
| 8.1 | Evaluate professional organizations open for membership to retail florists. | 1/2 |
| 8.2 | Compare membership requirements in the professional trade organizations. | |
| 8.3 | Examine certification programs for retail florists. | |
| 8.4 | Determine what is needed in a business plan for an SAEP, supervised agricultural experience program, in floriculture. | 1/2 |
| 8.5 | Evaluate the use of appropriate business etiquette in a meeting. | 1/2 |

Evidence Standard is Met:

The student will:

- Propose professional organization affiliations for the florist industry.
- Compare the organizations that will allow student membership.
- Assess the contributions made by each organization to the florist industry.
- Complete records needed for maintaining an SAEP in floriculture.
- Demonstrate the use of parliamentary procedure abilities in a meeting.

Integration/Linkages

Mathematics, Social Studies, Language Arts, Floral Industry Standards, National FFA Guidelines for Floriculture CDE, National FFA Guidelines for Proficiency Awards and Degrees, SCANS (Secretary's Commission on Achieving Necessary Skills)

Sample Performance Tasks

- Serve as chairperson in a business meeting, using appropriate parliamentary procedure abilities.
- Complete an American Floral Society order form.
- Complete proficiency applications in the FFA that are related to floriculture.
- Prepare a business plan for an actual or simulated SAEP program in floriculture.
- Complete certification requirements for a recognized floral industry.